

## ORDER



**KSJV**

<b>Orders</b>	<b>Order / Rev:</b>	<u>105617</u>	
	Alt Order #:	<u>06843267</u>	
	Product Desc:	<u>OBAMA SKED A</u>	
	Estimate:	<u>1621</u>	
	Flight Dates:	<u>08/17/12 - 08/23/12</u>	<b>Primary AE:</b>
	Original Date / Rev:	<u>08/16/12 / 08/16/12</u>	<u>Amy McCreary</u>
	Order Type:	<u>GENERAL</u>	<b>Sales Office:</b>
			<u>BLPHI</u>
			<b>Sales Region:</b>
			<u>National</u>
<b>Agency</b>	<b>Name:</b>	<u>GMMB, Inc./ Washington D.C.</u>	
	Buying Contact:		
	Billing Contact:		
		<u>1010 Wisconsin Ave. NW</u>	<b>Billing Type:</b>
		<u>Washington, DC 20007</u>	<u>Cash</u>
			<b>Billing Calendar:</b>
			<u>Broadcast</u>
			<b>Billing Cycle:</b>
			<u>EOM/EOC</u>
			<b>Agency Commission:</b>
			<u>15%</u>
<b>Advertiser</b>	<b>Name:</b>	<u>Obama for America</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>PLC01-Democrat</u>	
	Priority:	<u>SELECT PRIORITY CODE</u>	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>	
		<b>New Business Thru:</b>	
		<b>Order Separation:</b>	<u>00:05:00</u>
		<b>Advertiser External ID:</b>	
		<b>Agency External ID:</b>	

## **Bill Plan**

## Totals

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

## Order Share

KSNV	28%	\$45,750.00
Market	100%	\$163,392.86

## Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$49,017.86
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$32,678.57
KTUD	1%	\$1,633.93
KVVU	15%	\$24,508.93
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$9,803.57

Order / Rev: 105617  
Alt Order #: 06843267  
Flight Dates: 08/17/12 - 08/23/12

Advertiser: Obama for America  
Product Desc: OBAMA SKED A  
Estimate: 1621

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	08/17/12	08/23/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00											
WAKE UP WITH THE WAGNERS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	2	\$400.00	0.00																					
E 2	KSNV	08/17/12	08/23/12	M-F 6-7a WakeUp w/Wagners		6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00											
WAKE UP WITH THE WAGNERS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	2	\$700.00	0.00																					
E 3	KSNV	08/17/12	08/23/12	Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00											
TODAY SHOW																										
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Week: 08/17/12	08/23/12	MTWTF--	2	\$1,400.00	0.00																					
E 4	KSNV	08/17/12	08/23/12	M-F Today Show II 3rd HOM		9-10a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00											
TODAY SHOW II																										
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E 5	KSNV	08/17/12	08/23/12	M-F Today Show III 4th HOM		10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00											
TODAY SHOW III																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	2	\$325.00	0.00																					
E 6	KSNV	08/17/12	08/23/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00											
RACHEL RAY																										
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Week: 08/17/12	08/23/12	MTWTF--	2	\$325.00	0.00																					
E 7	KSNV	08/17/12	08/23/12	Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00											
NEWS 3 AT NOON																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	2	\$425.00	0.00																					
E 8	KSNV	08/17/12	08/23/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00											
DAYS OF OUR LIVES																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	2	\$425.00	0.00																					
E 9	KSNV	08/17/12	08/23/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00											
NEWS																										
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E 10	KSNV	08/17/12	08/23/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00											
FIRST NEWS 3 AT FOUR																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	2	\$600.00	0.00																					
E 11	KSNV	08/17/12	08/23/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00											
EARLY NEWS																										
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E 12	KSNV	08/20/12	08/20/12	Mon PR 9-10p	CM	9-10pm	M-----	:30	1	\$2,300.00	1	0.00	NM	1	\$2,300.00											
STARS EARN STRIPES																										
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Week: 08/20/12	08/26/12	M-----	1	\$2,300.00	0.00																					
E 13	KSNV	08/20/12	08/20/12		CM	9-10pm	M-----	:30	1	\$2,300.00	1	0.00	NM	1	\$2,300.00											

Order / Rev: 105617  
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Flight Dates: 08/17/12 - 08/23/12

Advertiser: Obama for America  
Product Desc: OBAMA SKED A  
Estimate: 1621

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
<b>Mon PR 9-10p</b>																										
<b>Monday Prime 9-10pm</b>																										
<b>STARS EARN STRIPES</b>																										
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Week: 08/20/12	08/26/12	M-----	1	\$2,300.00	0.00																					
E 14	KSNV	08/21/12	08/21/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00											
<b>Tuesday Prime 8-10pm</b>																										
<b>AGT</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-T-----	1	\$4,000.00	0.00																					
E 15	KSNV	08/21/12	08/21/12	Tues PR 10-11p	CM	10-11pm	-T-----	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00											
<b>Tuesday Prime 10-11pm</b>																										
<b>LOVE IN THE WILD</b>																										
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Week: 08/20/12	08/26/12	-T-----	1	\$2,000.00	0.00																					
E 16	KSNV	08/22/12	08/22/12	Wed PR 8-9p	CM	8-9pm	--W----	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00											
<b>Wednesday Prime 8-9pm</b>																										
<b>AGT (R)</b>																										
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Week: 08/20/12	08/26/12	--W----	1	\$2,400.00	0.00																					
E 17	KSNV	08/22/12	08/22/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00											
<b>Wednesday Prime 10-11pm</b>																										
<b>LAW &amp; ORDER: SVU</b>																										
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Week: 08/20/12	08/26/12	--W----	1	\$3,200.00	0.00																					
E 18	KSNV	08/23/12	08/23/12	Thurs PR 10-11p	CM	10-11pm	---T---	:30	1	\$2,100.00	1	0.00	NM	1	\$2,100.00											
<b>Thursday Prime 10-11pm</b>																										
<b>ROCK CENTER W/B. WILLIAMS</b>																										
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Week: 08/20/12	08/26/12	---T---	1	\$2,100.00	0.00																					
E 19	KSNV	08/18/12	08/18/12	Sat PR 8-9p	CM	8-9pm	-----S-	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00											
<b>Saturday Prime 8-9pm</b>																										
<b>NBC ENCORES</b>																										
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Week: 08/13/12	08/19/12	-----S-	1	\$1,300.00	0.00																					
E 20	KSNV	08/18/12	08/18/12	Sat PR 9-11p	CM	9-11p	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00											
<b>Saturday Prime 9-11pm</b>																										
<b>STARS EARN STRIPES (R)</b>																										
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E 21	KSNV	08/17/12	08/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00											
<b>M-F News 3 at Eleven</b>																										
<b>NEWS 3 NIGHTSIDE</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	2	\$1,100.00	0.00																					
E 22	KSNV	08/17/12	08/23/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00											
<b>Late Night w/Fallon</b>																										
<b>TONIGHT SHOW W/ JAY LENO</b>																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/17/12</td><td>08/23/12</td><td>MTWTF--</td><td>3</td><td>\$425.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/17/12	08/23/12	MTWTF--	3	\$425.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	3	\$425.00	0.00																					
E 23	KSNV	08/17/12	08/23/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$225.00	1	0.00	NM	3	\$675.00											
<b>Late Night w/Fallon</b>																										
<b>LATE NIGHT W/JIMMY FALLON</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/17/12	08/23/12	MTWTF--	3	\$225.00	0.00																					
E 24	KSNV	08/19/12	08/19/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$3,200.00	1	0.00	NM	2	\$6,400.00											
<b>NFL INDIANAPOLIS @ PIT</b>																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 08/13/12</td><td>08/19/12</td><td>-----S</td><td>2</td><td>\$3,200.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/13/12	08/19/12	-----S	2	\$3,200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	-----S	2	\$3,200.00	0.00																					

Totals

41

\$45,750.00